

**IN THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 (currently amended) A computer readable medium, having programming executable on a computer, that provides program content notification related to content available on a video and multimedia program content distribution network, comprising:

a content availability notification module;

a notification data reception module, coupled to the content availability notification module, that receives and processes notification data, wherein the notification data is used to formulate and transmit one or more content availability notification messages;

a content schedule and availability analysis module, coupled to the notification data reception module, that receives and processes one or more of content schedule and availability of the program content available on the video and multimedia program content distribution network and user content download requests, and produces processed schedule and availability data;

a content download request analysis module, coupled to the notification data reception module, that processes data from the user download requests for formatting and routing one or more content notification availability forms;

a notification form builder, coupled to the content schedule and availability analysis module, that receives the processed schedule and availability data, and generates a notification form including a placeholder for advertisements;

a notification form router, coupled to the notification form builder, that routes notification data for transmission to a user;

and one or more notification modules that provide the program content notification.

2 (original) The computer readable medium of claim 1, wherein the one or more notification modules comprise:

a user terminal notification module that provides an on-screen notification;  
an email notification module that provides an email notification;  
an instant messaging notification module that provides an instant text notification message;  
a pager and wireless notification module that provides one of a voice and a text notification message;  
and an automated telephone notification module that provides a telephone message notification.

3 (original) The computer readable medium of claim 2, wherein the on-screen notification includes one or more of an on-screen pop up window, an on-screen banner, an icon, and an audible message.

4 (original) The computer readable medium of claim 3, wherein the on-screen notification is provided at one of a television and an computer display.

5 (original) The computer readable medium of claim 4, wherein the on-screen notification includes a hyperlink to one or more programs.

6 (original) The computer readable medium of claim 1, wherein the program content notification is provided until an acknowledgement is received by the content availability notification module.

7 (original) The computer readable medium of claim 6, wherein the program content notification is provided continually.

8 (original) The computer readable medium of claim 6, wherein the program content notification is provided periodically.

9 (original) The computer readable medium of claim 1, wherein the one or more notification modules provide the program content notification

10 (original) The computer readable medium of claim 1, further comprising a user data analysis module, coupled to the notification data reception module, that receives and processes user profile data

11 (original) The computer readable medium of claim 1, wherein the notification data are contained in a program content download request.

12 (original) The computer readable medium of claim 1, further comprising a user's profile and history file, wherein the notification data are contained in the user's profile and history file.

13 (original) The computer readable medium of claim 1, wherein the notification data includes the method of delivery of the program content notification.

14 (currently amended) A method for notifying users of availability of video and digital multimedia program content in a video and multimedia program content distribution network, comprising:

receiving a program content request, wherein the request specifies desired program content for delivery to a user terminal;

receiving information related to availability of the desired program content;

determining a notification protocol to notify the user terminal of the availability of the desired program content;

analyzing the information related to the availability of the desired program content;

generating a notification form including a placeholder for advertisements;

and routing the notification form to one or more notification modules, wherein the one or more notification modules transmit a program content availability notification;

wherein said multimedia program content distribution network includes a cable television system headend.

15 (original) The method of claim 14, wherein the step of determining the notification protocol comprises analyzing a user history and profile file.

16 (original) The method of claim 14, wherein the step of determining the notification protocol comprises analyzing a program content download request.

17 (original) The method of claim 14, wherein the notification protocol comprises one or more of delivery of an on-screen prompt, an email message, a wireless message, an instant text message, an audio message, and an automated telephone message.

18 (original) The method of claim 14, further comprising repeating the program content availability notification until an acknowledgement is received.

19 (original) The method of claim 18, wherein the acknowledgement is received at the user terminal (original)

20 (currently amended) A system that provides program content notification related to content available on a video and multimedia program content distribution network, comprising:

means for receiving program notification data, wherein the receiving means receives and processes notification data, wherein the notification data is used to formulate and transmit one or more content availability notification messages;

means for analyzing program content schedule and availability, coupled to the receiving means, wherein the means for analyzing program content schedule and availability receives and processes one or more of content schedule and availability of the program content available on the video and multimedia program content distribution network and user content download requests, and produces processed schedule and availability data;

means for analyzing a program content download request, coupled to the receiving means, wherein the means for analyzing a program content download request

processes data from the user download requests for formatting and routing one or more content notification availability forms;

means for generating a notification form, coupled to the means for analyzing content schedule and availability, wherein the generating means receives the processed schedule and availability data, and generates a notification form including a placeholder for advertisements;

means for routing the notification form, coupled to the generating means, wherein the routing means routes notification data for transmission to a user;

and means for providing the program content notification;

wherein said multimedia program content distribution network includes a cable television system headend.

21 (original) The system of claim 20, wherein the means for providing the program content notification comprises:

means for providing an on-screen notification;

means for providing an email notification;

means for providing an instant text notification message;

means for providing a wireless voice and a text notification message;

and means for providing an automated telephone message notification.

22 (original) The system of claim 21, wherein the on-screen notification includes one or more of an on-screen pop up window, an on-screen banner, an icon, and an audible message.

23 (original) The system of claim 22, wherein the on-screen notification is provided at one of a television and an computer display.

24 (original) The system of claim 23, wherein the on-screen notification includes a hyperlink to one or more programs.

25 (original) The system of claim 20, wherein the program content notification is provided until an acknowledgement is received by the receiving means.

26 (original) The system of claim 25, wherein the program content notification is provided continually (original)

27 (original) The system of claim 25, wherein the program content notification is provided periodically.

28 (original) The system of claim 20, further comprising means of analyzing user data, coupled to the receiving means, wherein the means for analyzing user data receives and processes user profile data.

29 (original) The system of claim 20, wherein the notification data are contained in a program content download request.

30 (original) The system of claim 20, further comprising a user's profile and history file, wherein the notification data are contained in the user's profile and history file.

31 (original) The system of claim 20, wherein the notification data includes the method of delivery of the program content notification.